

AMERICA'S *ACE* ATTRACTIONS



May 10, 1944.

**A. M. SAPERSTEIN**

**Sports Enterprises**

SUITE 711 — 192 NORTH CLARK STREET

Telephone DEArborn 0196

CHICAGO, ILLINOIS

Mrs. Effa Manley  
The Newark Eagles Baseball Club  
71 Crawford Street  
Newark, 2, New Jersey.

Dear Mrs. Manley:

I have your letter of May 9th, and having talked to Ed Gottlieb last night, knew the gist of the arrangements as far as Detroit goes.

I will go to work on the period from June 6th through the 16th... which will give you time to get from Baltimore to the first date that I have for you, and to get from the last date (Columbus) to Pittsburgh for your June 18th arrangement with the Homestead Grays.

I have the Cubans pretty well set, so you won't have to worry about Alec Radcliffe in that respect. Just would like about a week's time to work out a favorable program all the way around, so that it will pay out. As I told you on the occasion of your visit to Chicago, I have the Chicago Cubs Park available on Sunday, June 11th, and plan to use the park on that date, and naturally your club, as it will be the only eastern club out here, but, I have to turn heaven and earth to get an attraction (one that will mean something at the box office) to put on the same card. This likewise should be shaped very very shortly. I have Louisville open on that same particular date, so I am not worried about the Sunday arrangement, but, if the right kind of an attraction can be shaped up, the Cubs Park, Chicago, deal would work out best, and pay out the best.

It is pretty hard to go by the way of the South, to midwestern points, (as far as busses go) but, I don't think you will have any trouble to any degree on that score.

I have been back from Mexico just a bit over ten days, after over a month south of here, and baseball work sure piled up, but, am managing to get it out rather well. I saw Willie Wells down in both Mexico City and Puebla, and had an opportunity to talk to him quite some time. He is

*Showmanship in Sports*

Mrs. Manley:

doing very very well financially, as he is a popular idol down there.

Note that you have a pretty good ball club, and just as early as possible, would like the personnel, player numbers, any pictures or mats, and personality data on the players, so that my publicity man can write the kind of stories that will mean something at the box office.

Things will start to take shape shortly, and I will keep in close touch with your office from herein advising as I progress.

I understand you were rained out of your big opener...which is the toughest of tough luck...but, the very best as you go along. All clubs that are managing to play are drawing better than ever, given any kind of weather, which is just about what I told you would happen on the occasion of our get-together at the Negro American League meeting. My regards and greetings to Mr. Manley, and when you see him, "hello" to "Mules" Suttles.

AMS:NS

Very truly yours,

"  
*Alvin Karpis*